1200 - New York Metro Region

From:	Loser, Gary L.
To:	1200 - New York Metro Region; 1300 - Philadelphia Region
Cc:	Gallant, Karl; Hyde, Timothy N.; Phillips, Mike W.; Smith, Mark D.; Wold, Kent L.; Maguire, Jim V.; Wilmesher, Dave L.; Nelson, J. Byron
Subject:	N.J. Excise Tax Threat
Date:	Fri, Nov 3, 1995 4:01PM

Jay and Mark, this is a first alert on an attempt by Gov. Whitman to raise the excise tax on cigarettes by 15-cents a pack to cover indigent health care cost. The RJR Defense Team has mobilizied and we are currently working on a number of strategies.

1. Direct-connect phone calls to Gov. and 38 key state legislators are commencing today.

2.The N.J. Smokers Rights group will generate letters from smokers to the same.

3. We will furnish phone numbers, format, name of host and etc. for conservative, anti-tax talk radio shows for N.J. to help influence public opinion against the proposed increase.

4. Team member Mark Smith will be working the Crime and Smuggling aspects of the issue and may be calling on you for assistance. We want to find a trade group that would invite Rod Stamler to give interviews and provide expert testimony before upcoming legislative committee hearings. Perhaps David Goldfarb of the N.J. Wholesale Assoc. could be of assistance with this part of the plan.

5. Identify key minority businessmen and trade association members interested in the issue.

6. Call on key executives of the retail and wholesale sectors to make phone call's, personal visits, testify and write letters to the Gov. and key committee members.

7. Generate op-eds to newspapers from business leaders to N.J. metro newspapers.

We are in the process of putting together talking points, flyers, phone numbers, addresses and etc. at the present time and will get this information to you early next week.

Karl Gallant, of the Ramhurst Corp. will be on the ground in N.J. and managing RJR's campaign to defeat this proposed tax.

Thanks for your assistance. If you have any questions, please do not hesitate to call Karl or myself.

Regards.....Gary

~~Lori's Computer~~

Al - This bill didn't pass so you can file this.

Rory - Let me know when info comes in - so we can put together Region Action plan

Mark

51847 3875

Source: https://www.industrydocuments.ucsf.edu/docs/xfxy0000